



Public Outreach &  
Communications Consulting

*Always Pursuing Excellence*



# APEX Direct, Inc.

## What We Do

- Create communication strategies
- Develop audience-specific messages
- Deliver messages to target audience

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## Products & Services

- Community relations plans
- Community interviews
- Communications training

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## Products & Services

- Fact sheets, newsletters
- Posters, display boards
- Brochures, pamphlets
- Event coordination & management

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# APEX Direct, Inc.

Founded in 2003

- Excellence
- Service
- Integrity

Woman, minority-owned  
Certifications

- Federal - 8(a), SDB
- Local - City of Chicago M/WBE

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## Clients

- Federal
- Local
- Private sector
- Nonprofit

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## U.S. EPA Region 5 Contract

- Sole source 8(a) awarded Mar '07
- Indefinite delivery/Indefinite quantity
- 5-year
- Community involvement support



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## Our Story – the Keys

- Past work and client satisfaction
- Diligent follow-up and persistence
  - CCR registration
  - SBA certification
  - EPA and SBA paperwork
- Patience
- Adrienne Callahan and others in EPA R5





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## If We Knew Then ...

- Get all parties involved early
- Get clear understanding of schedule (realistic expectations)
- Don't be afraid to ask questions (is it really necessary?)



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## Checklist

- CCR registration
- SBA certification
- Other certifications
- GSA schedule
- Talk to Adrienne

Don't underestimate the power of  
timely, quality work!



# APEX Direct, Inc.

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